

**From:** "Gentry, Kevin" [REDACTED]  
**Date:** March 5, 2013 11:39:12 AM HST  
**To:** [REDACTED]  
**Subject:** 8 weeks

[REDACTED],

In eight weeks, on April 28-29, several hundred of America's top business owners and CEOs will come together at an exclusive, "principals-only" event hosted by Charles Koch in California. We look forward to having you join us.

In Palm Springs, you'll have the opportunity to join the most strategic market-oriented minds in the business world to advance a plan to defend our free-enterprise system.

Together, we'll discuss how to effectively address short-term policy threats in 2013 while building toward free-market gains in 2014 and beyond.

As a new participant, you will offer a valuable perspective on this group's rigorous post-election assessment as well as the strategies presented at the meeting.

We have developed a program that we believe will not only maximize the value of your two days with us, but also your ability to effectively achieve what we believe to be your policy, political and philanthropic goals. Among other topics, in April, we'll discuss how to more effectively engage growing demographic groups, such as Hispanic and Latino voters, and how to encourage principled and effective advocates of free enterprise to run for office.

You've likely heard many different takes on the 2012 election. And, as you may know from your experience, this type of analysis is not an end in and of itself. As we would within Koch companies, the post-election analysis must be geared toward productive next steps, particularly focusing on where and how we must innovate to achieve our challenging objectives.

We'll be joined by a strong line-up of speakers, including several U.S. governors, senators, members of the U.S. House leadership and top political analysts and commentators. We all look forward to hearing these leaders' thoughts on the important issues facing our country, and invite your participation through question and answer sessions.

You'll also hear strategies that will be central to these efforts going forward, such as:

- **Reaching the right people with the right message.** Understanding key customer segments -- and more importantly the issues that matter to them -- will be crucial to educating and mobilizing key constituencies in future educational and political battles.
- **Hispanic, women and youth engagement.** Allies will present an approach to more effectively communicate to these growing demographics, all of which will play a critical role in advancing free enterprise.
- **Candidate recruitment and training.** A plan will be shared to help recruit more principled and effective advocates of free-enterprise to run for office.

Of course, these only cover a few of the many topics we'll discuss in April.

Your efforts will not only effect positive change today, but for years and decades to come. After all, as you'll see in April, it's this group's long-term focus that keeps us fighting for freedom, prosperity and opportunity -- even when times are tough.

I look forward to seeing you at April's meeting.

Also, if it would be valuable to you, I'd be happy to arrange for a call in the near future to answer your questions about the meeting as well as learn more about your priorities. Please just let me know a time that is convenient for you.

Best wishes,

Kevin